

## PRE-PROGRAM SURVEY

Your responses to this survey will help Nancy Austin tailor her presentation to the interests of your group. Confidential information will be respected and will not be used elsewhere. Please skip any questions you feel may be irrelevant to this particular program. When you return this survey, please enclose any appropriate printed material such as annual reports, product or service brochures, articles, newsletters or conference materials.

Please return to: Nancy K. Austin  
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### I. THE PROGRAM

1. What is the conference theme?

*Teamwork: The Possibilities Are Limitless*

2. What is the specific purpose of your meeting (annual management meeting, sales conference, recognition event, etc)?

*ANNUAL MARKETING CONFERENCE*

3. What are your specific objectives for the presentation?

*PLEASE SEE ATTACHED LETTER*

4. Are there any sensitive issues that should be avoided?

*NOT REALLY - WE ARE REALISTIC ABOUT THE CIGARETTE INDUSTRY AND THE ISSUES SURROUNDING OUR BUSINESS - I WOULD NOT HOWEVER MAKE A STRONG ANTI-SMOKING EDITORIAL STATEMENT*

5. Who will introduce Nancy?

Name: *RICK STIRLEN*

Title: *DIRECTOR, MEDIA/POS DEVELOPMENT*

6. Time frame for the presentation:

Start: *11<sup>15</sup> AM*

End: *12<sup>15</sup> PM*

Should time be allowed for questions?  
If yes, how much time?

Yes No

*NOT NECESSARILY - THIS IS AT MS. AUSTIN'S OPTION*

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7. What takes place immediately before and after the presentation?

Before: *COFFEE BREAK*  
After: *CLOSING REMARKS*

8. Who are the other speakers on the program; what are their topics?

*SEE ATTACHED AGENDA - EXCEPT FOR TIM MADES, ALL OTHER SPEAKERS WILL COVER P.M. USA MARKETING AND SALES ISSUES*

9. What speakers have you worked with in the past and what did they cover?

## II. THE AUDIENCE

1. Number attending the speech? *150*

2. Are spouses invited? *No*

3. What are the major job titles/responsibilities of those attending?

*SEE ATTACHED CENTER*

4. Will there be many people in the audience who do not fit the profile above? If so, please explain:

*NO*

5. Will the audience be familiar with the key concepts in A PASSION FOR EXCELLENCE?

*NOT NECESSARILY*

## IV. FINAL COMMENTS

Are there specific areas, topics, or examples you would like Nancy to cover in her presentation? Is there any additional information you would like Nancy to have?

*SEE ATTACHED INFORMATION*

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